

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
TEXAS	16,986,510	20,851,820	22,086,674	24,136,357
MEDIAN AGE (YRS)		32.4	33.1	34.3
LONG VIEW, TX	193,801	208,780	215,369	225,898
MEDIAN AGE (YRS)		35.8	36.1	36.7
HISPANICS (ANY RACE)		14,893	16,793	20,046
STATE'S PERCENTAGE		7.13%	7.80%	8.87%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	155,743	160,361	167,272
MSA'S PERCENTAGE	74.60	76.81	80.12
MEDIAN AGE (YRS)	37.7	38.3	39.4
BLACK/AFRICAN-AMERICAN	40,623	41,264	42,519
MSA'S PERCENTAGE	19.46	19.76	20.37
MEDIAN AGE (YRS)	31.7	31.9	32.5
AMERICAN INDIAN/NATIVE	1,020	1,106	1,269
MSA'S PERCENTAGE	0.49	0.53	0.61
MEDIAN AGE (YRS)	34.4	33.7	33.3
ASIAN	1,009	1,144	1,331
MSA'S PERCENTAGE	0.48	0.55	0.64
MEDIAN AGE (YRS)	31.6	31.3	31.8
HAWAII/PACIFIC ISLANDER	65	74	89
MSA'S PERCENTAGE	0.03	0.04	0.04
MEDIAN AGE (YRS)	31.5	29.0	26.5
OTHER	7,587	8,534	10,135
MSA'S PERCENTAGE	3.63	4.09	4.85
MEDIAN AGE (YRS)	21.8	22.2	22.3

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	36,762	38,014
SUBURBAN	90,395	93,190
RURAL	88,212	94,694

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$38,501	-----	
PER CAPITA	\$19,536	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$2,885,957,000	\$3,676,855,000	27.41%
FOOD AT HOME TOTAL	\$369,616,000	\$428,769,600	16.00%
FOOD AWAY FROM HOME TOTAL	\$290,270,700	\$367,967,500	26.77%
FOOD AS % OF TOTAL EXPENDITURES	22.87%	21.67%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$77,910,900	\$91,190,800	17.04%
FISH & SEAFOOD PRODUCTS	\$6,923,300	\$8,019,200	15.83%
FRUITS & VEGETABLES	\$40,307,000	\$46,022,900	14.18%
DAIRY PRODUCTS	\$39,848,000	\$46,105,600	15.70%
BAKERY PRODUCTS	\$38,965,900	\$43,777,100	12.35%
CEREALS & PRODUCTS	\$19,953,600	\$23,614,900	18.35%
PREPARED FOODS	\$58,589,200	\$68,446,800	16.82%
JUICES	\$9,541,300	\$10,988,200	15.16%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$20,857,700	\$29,231,300	40.15%
FAST FOOD	\$9,956,500	\$13,537,300	35.96%
FULL SERVICE	\$10,901,200	\$15,694,000	43.97%
LUNCH	\$73,983,900	\$93,316,800	26.13%
FAST FOOD	\$47,236,500	\$58,089,400	22.98%
FULL SERVICE	\$26,747,400	\$35,227,400	31.70%
DINNER	\$103,670,600	\$134,076,200	29.33%
FAST FOOD	\$46,293,900	\$57,221,500	23.60%
FULL SERVICE	\$57,376,700	\$76,854,700	33.95%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$949	\$1,047	10.33%
POULTRY	\$267	\$295	10.49%
EGGS	\$47	\$50	6.38%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$41	\$44	7.32%
FROZEN	\$28	\$32	14.29%
CANNED	\$16	\$16	0.00%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$317	\$344	8.52%
CANNED	\$91	\$101	10.99%
FROZEN	\$60	\$61	1.67%
OTHER	\$23	\$22	-4.35%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$157	\$169	7.64%
CHEESE	\$125	\$131	4.80%
ICE CREAM	\$80	\$87	8.75%
BUTTER / MARGARINE	\$37	\$45	21.62%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$366	\$388	6.01%
COOKIES	\$70	\$74	5.71%
CRACKERS	\$38	\$40	5.26%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$136	\$145	6.62%
PASTA PRODUCTS	\$40	\$47	17.50%
FLOUR & MIXES	\$44	\$52	18.18%
RICE	\$23	\$27	17.39%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$118	\$137	16.10%
JUICES	\$116	\$126	8.62%
FROZEN/PREP. OTHER	\$88	\$102	15.91%
SOUPS	\$58	\$67	15.52%
SAUCES & GRAVIES	\$57	\$57	0.00%
BABY FOOD	\$46	\$50	8.70%
FROZEN MEALS	\$40	\$46	15.00%
NUTS	\$30	\$33	10.00%
SALADS	\$22	\$26	18.18%

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